



### eCAL : your perfect research partner

Sorry folks, but it is not the College of Arts and Letters. Are we prepared, anyway, for another college at UP Mindanao?

eCAL is, actually, the Library's acronym for electronic Current Acquisitions List. Since it started operating in June 1996 at Ladislawa and PCA campuses, the Library had been announcing through the printed format, new acquisitions whether these were purchased, or donated by friends, networks, and linkages. The Library had been publishing CAL the past many years, and we hope you regularly received your copies.

With transition and transformation in the history and development of the UP Mindanao Library System and issues related to resource management, we stopped its printed format. That cessation was a blessing in disguise. Advanced forms of communication have evolved, stringent requirements have to be addressed, users need pampering while some personalities just want our attention for no reason at all even at public fora to the point where we have been denigrated, all these motivated us to move forward in this information and knowledge millennium.

Emerging from forced hibernation, the Library is giving CAL a new lease of life to be of service first to UP Mindanao constituencies, then the UP System users, the Filipino nation, and finally, to global researchers. Each eCAL issue will focus on a specific academic department of UP Mindanao. This maiden issue covers agribusiness economics, and management.

What makes this revitalized electronic CAL unrivalled and unique in itself?

First, faculty members of UP Mindanao who have established themselves as researchers and internationally acknowledged subject experts, carefully selected the listed collections. This aspect guarantees library readers and users quality content, that as one turns each page can come to the conclusion that Filipino taxpayers' money was, indeed, well-spent.

Secondly, the eCAL is not just a mere listing. It is hyperlinked, perhaps a feat unprecedented in the history of modern libraries. By clicking on the title highlighted in blue color, one will be directed right away to the UP Mindanao's Online Public Access Catalog (OPAC). Through the database iLib, a prospective user will be alerted immediately on the status of a specific title whether it is on shelf, on loan, or some other relevant notations.

When one has no time yet to physically visit the Library, an eCAL listed title can be reserved to be picked-up at an appointed time. A borrower, however, must have a Library online circulation record to avail of this facility.

Faculty members can make use of the eCAL to link materials for instruction and research to their syllabus. Students doing research, or completing thesis requirements can also do the same.

An added bonus to eCAL users is its compliance to internationally accepted standards on documentation, particularly APA, or the American Psychological Association. All that one does is copy and paste eCAL entries to what one is doing and everything will be transcribed as required. eCAL, therefore, is a perfect partner for researchers.

Through eCAL, the Library hopes for more relevant researches from everyone, and an efficient service delivery from your information professionals.

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The eCAL(electronic Current Acquisitions List) is an electronic publication of the UP Mindanao Library. Published irregularly online, the eCAL contains the Library's acquisitions organized according to the degree programs of UP Mindanao. When clicked, eCAL's bibliographic data is hyperlinked to the Library's Online Public Access Catalog (OPAC).



# Electronic Current Acquisitions List

## THE UNIVERSITY LIBRARY User Information & Services Division



AGRIBUSINESS ECONOMICS and  
MANAGEMENT

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### AGRIBUSINESS ECONOMICS (22 titles-23volumes)

- Black, Ken. (1997). [\*Business statistics: contemporary decision making\*](#) 2<sup>nd</sup> ed. Minneapolis/St. Paul: West Publishing Co.
- Burrow, James L. (2009). [\*Marketing\*](#). 3<sup>rd</sup> ed. Australia: South-Western Cengage Learning.
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- Duboff, Robert. (2000). [\*Market research matters: tools and techniques for aligning your Market research matters: tools and techniques for aligning your business\*](#). New York: John Wiley & Sons.
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- Nicholson, Walter. (1995). [\*Microeconomics theory: basic principles and extensions\*](#). 6<sup>th</sup> ed. Fort Worth: The Dryden Press.
- Parkin, Michael. (2010). [\*Microeconomics: Canada in the global environments\*](#). 7<sup>th</sup> ed. Toronto: Pearson Canada.
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Price, John Ellis. (2003). [\*College accounting\*](#). 10<sup>th</sup> ed. Boston: McGraw-Hill/Irwin.

Yates, Richard A. (2008). [\*Business law in Canada\*](#). 8<sup>th</sup> ed. Toronto: Prentice Hall

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Blue, Ron. (1991). [\*Master your money: a step-by-step plan for financial freedom revised and updated for the financial realities of the 90s\*](#). Nashville: Thomas Nelson Publishers.

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